

Realcomm

TechREset

Now → Next: Focus. Adjust. Accelerate.

CoRE TECH

WHERE CORPORATE REAL ESTATE MEETS THE INTELLIGENT ENTERPRISE

- PORTFOLIO INTELLIGENCE
- SMART & SECURE BUILDINGS
- WORKPLACE EXPERIENCE

DECEMBER 8-9

MOUNTAIN VIEW, CA

Connect with the Leaders Transforming Corporate Real Estate

CoRE Tech is the premier conference dedicated to technology, automation, innovation, and digital transformation within corporate real estate and workplace management.

ABOUT CoRE TECH 2026

Tech REset - Now to Next: Focus. Adjust. Accelerate.

Corporate Real Estate is becoming an increasingly connected enterprise. Teams responsible for portfolios, facilities, workplaces, data, and technology can no longer operate in isolation. As AI, cybersecurity, and changing operating models reshape the industry, organizations face growing pressure to improve portfolio performance.

Now to Next provides a framework for responding with purpose: **Focus** on the priorities that matter, **Adjust** strategies and operating models as conditions evolve, and **Accelerate** the ideas ready to deliver value at scale.

CoRE Tech is the technology strategy event for corporate occupiers and the practitioners, partners, and experts helping them navigate this change. Organized around Portfolio Intelligence, Smart and Secure Buildings, and Workplace and Experience, the program features:

- Candid case studies
- Peer exchange
- Collaborative sessions exploring what is creating value now, where execution is falling short, and what it takes to move forward

ABOUT REALCOMM

Realcomm Conference Group is a global research and education organization dedicated to advancing technology innovation across commercial and corporate real estate. Since 1999, Realcomm has brought together industry leaders to explore emerging technologies, automation, intelligent buildings, artificial intelligence, and digital transformation through industry leading events, educational programs, and strategic initiatives. Today, Realcomm continues to help organizations improve the development, operation, management, and performance of real estate portfolios through the strategic use of technology.

Realcomm's portfolio includes the Realcomm IBcon Conference, CIO Forums, BuildingsAI, the RE Investment Management Forum, CoRE Tech, webinars, the Marketplace Vendor Directory, and the annual Buyer's Guide.



CONTACT OUR EVENT TEAM

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ADVISORY COUNCIL

CoRE Tech's Advisory Council is composed of senior executives from leading global organizations who help shape the conference agenda and ensure content remains relevant, practical, and forward looking.



Francisco Acoba
EY



Ben Anderson
Navy Federal Credit



Jeffrey Chulick
Boeing



Frank Durso
Stanford University



Maureen Ehrenberg
SIREAS



Brett Fisher
ServiceNow



Robert Fitzgerald
JLL



Gerry Hamilton
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Sekhar Kondepudi
BuildingWeave



Jeremy Kopstein
Uber Technologies



Kapil Lahoti
CBRE



Michelle Myer
Oracle



Neil Ross
McKesson



Christopher Ryan
Walmart



Neha Salla
CBRE



Kay Sargent
HOK



Terry Wood
Kaiser Permanente



Chris Zlocki
Colliers



WHO ATTENDS

ENTERPRISE INTEGRATORS

Heads of CRE technology, real estate innovation, digital workplace, smart buildings and portfolio transformation.

CORPORATE REAL ESTATE EXECUTIVES

Heads of real estate, workplace and global portfolio strategy.

CORPORATE LANDLORDS AND OWNER-OCCUPIERS

Corporate campus and owned-asset leaders.

ENTERPRISE IT AND SECURITY

CIO/CTO delegates, enterprise architects, network, cyber and data leaders

FACILITIES AND BUILDING OPERATIONS

Facilities executives, engineering, building automation, energy and operations

WORKPLACE AND PEOPLE FUNCTIONS

Workplace experience, HR, people analytics and change leaders.

FINANCE AND PORTFOLIO GOVERNANCE

CFO/finance delegates, capital planning, lease administration and analytics leaders.

TOPICS CORE TECH WILL EXPLORE

Portfolio Intelligence

- Portfolio data, analytics, and AI
- Occupancy, utilization, and demand forecasting
- Location, lease, and capital planning
- Enterprise platforms and data integration
- Portfolio performance and decision intelligence

Smart and Secure Buildings

- Intelligent and increasingly autonomous operations
- Building systems integration and interoperability
- AI-enabled facilities and predictive maintenance
- Energy, operational efficiency, and resilience
- IT/OT cybersecurity and risk governance

Workplace and Experience

- Workplace strategy in a changing world of work
- Employee experience and workplace technology
- Space planning, scheduling, and service delivery
- Connected workplace platforms
- Measuring experience, productivity, and performance

Across the Enterprise

- AI readiness, governance, and practical use cases
- Data ownership and operating models
- Technology investment, adoption, and scalability
- Cross-functional alignment among different departments
- Lessons from succeeded or stalled implementations

SPONSORSHIP OPPORTUNITIES

EDUCATION PARTNER — \$15,000

- Company logo on the CoRE Tech website
- Company logo on acknowledgement page of Event App
- Company profile in the Event App
- Company logo on all pre-event marketing
- Sponsor recognition on conference signage
- Speaking opportunity during Opening Session kickoff
- Exhibition stand (two 6-ft. tables with tablecloth, skirt & chairs)
- Two (2) guest passes for real estate clients
- Four (4) full conference passes
- Sponsor logo on thank you and post conference survey email

PLATINUM — \$12,500

- Company logo on the CoRE Tech website
- Company logo on acknowledgement page of Event App
- Company profile in the Event App
- Company logo on all pre-event marketing
- Sponsor recognition on conference signage
- Speaking opportunity during education program
- Exhibition stand (6-ft. table with tablecloth, skirt & chairs)
- Two (2) guest passes for real estate clients
- Two (2) full conference passes
- Sponsor logo on thank you and post conference survey

GOLD — \$9,500

- Company logo on the CoRE Tech website
- Company logo on acknowledgement page of Event App
- Company profile in the Event App
- Company logo on all pre-event marketing
- Sponsor recognition on conference signage
- Exhibition stand (6-ft. table with tablecloth, skirt & chairs)
- Two (2) guest passes for a real estate client
- Two (2) full conference passes
- Sponsor logo on thank you and post conference survey email

PREMIERE LUNCH SPONSORSHIP — \$11,000

- Company profile in the Event App
- Company logo on the CoRE Tech website
- Opportunity to address attendees prior to lunch
- Company logo on acknowledgement page of Event App
- Sponsor logo on thank you and post conference survey email
- Sponsor recognition on conference signage
- Exhibition table (6-ft. table with tablecloth, skirt & chairs)
- Two (2) guest passes for a real estate client
- Two (2) full conference passes

Please note: Due to the intimate nature of this event and our desire to maintain a high ratio of corporate real estate end users to representatives offering technology solutions and services, Solution Providers may only attend as a Sponsor. There will be no "attendee only" registration for Solution Providers who offer a product, solution or service.



SPONSORSHIP OPPORTUNITIES (CONTINUED)

CONFERENCE REGISTRATION — \$7,500

- Company logo prominently displayed on signage at Registration
- Company Logo displayed on all Conference Badges
- Company logo on the CoRE Tech website
- Company logo on acknowledgment page of Event App
- Sponsor recognition on conference signage
- Two (2) guest passes for a real estate client
- Two (2) full conference passes
- Company profile in the Event App
- Sponsor logo on thank you and post conference survey

LANYARD — \$8,500

- Company logo displayed on the conference lanyards
- Sponsor recognition on CoRE Tech Conference
- Sponsor recognition in Event App
- Company profile in the Event App
- Company name and logo on CoRE Tech website
- Sponsor logo on thank you and post conference survey
- Two (2) full access conference passes
- Two (2) real estate end user guest passes
- First right of refusal to sponsorship the following convention year

CONFERENCE BREAK (DAY 1 & DAY 2) — \$8,500

- Company logo on the CoRE Tech website
- Company logo on acknowledgment page of Event App
- Sponsor logo on thank you and post conference survey
- Company profile in the event brochure
- Sponsor recognition on signage during breaks
- Two (2) full conference passes
- Two (2) guest passes for a real estate client
- Verbal recognition as Sponsor to attendees immediately prior to Break
- Commercial video (60 seconds max) that would be played prior to the break
- Break slide with Sponsor logo

WELCOME COCKTAIL RECEPTION — \$6,500

- Company logo on the CoRE Tech website
- Company logo on acknowledgement page of Event App
- Company profile in the Event App
- Sponsor recognition on conference signage
- Sponsor logo on thank you and post conference survey
- Two (2) guest passes for a real estate client
- Two (2) full conference passes

EXHIBIT ONLY — \$6,000

- Sponsor recognition on conference signage
- Company profile in the Event App
- Sponsor recognition in CoRE Tech Conference Event App
- Company logo on the CoRE Tech website
- Sponsor acknowledgment in post-conference survey email to all registered attendees
- Sponsor logo on thank you and post conference survey
- One (1) complimentary full access conference pass

BRONZE — \$5,000

- Company logo on the CoRE Tech website
- Company logo on acknowledgement page of Event App
- Company profile in the event app
- Sponsor recognition on conference signage
- Sponsor logo on thank you and post conference survey
- One (1) complimentary full access conference pass

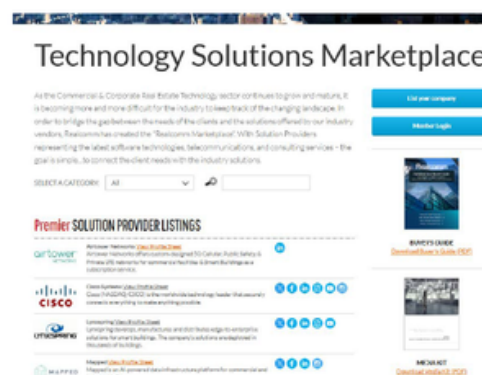


SPECIAL ADD-ON MEDIA/ADVERTISING SUPPORT

REALCOMM TECHNOLOGY SOLUTIONS MARKETPLACE

Realcomm's Technology Solutions Marketplace is the industry's premiere online resource offering the latest technology solutions and expert know-how from experienced technology companies in the areas of: Building Automation, Intelligent Lighting, Business Solutions, Energy, Consulting Services, Access Control & Security, Corporate Real Estate, Corporate Services, Data, Digital Signage, Real Estate, & Telecom/Wireless.

Your online presence in the Marketplace is a way to help you stay in front of and connected to the industry decision makers, long after the event has passed. It is the FIRST and ONLY directory of its kind available to the buyer 365 days a year – 24 hours a day. When facility and real estate executives of the industry begin their search for a solution to meet their unique building facility needs, they begin here: Realcomm's Solutions Marketplace.



MARKETPLACE TECHNOLOGY SOLUTIONS – ONLINE DIRECTORY (365/7)

ELECTRONIC VISIBILITY

Online Marketplace listings will include (*specific details depend upon the level of listing purchased):

- Company description - 50-100 words
- Contact person details
- Website address
- Company logo with hyperlink to website
- Client profiles
- Social media links
- Geographic region
- Types of solutions offered
- Category and sub-category

Featured Marketplace Subscriber in "Weekly Briefing" Newsletter - Subscribers will be randomly featured in the Realcomm "Weekly Briefing" Newsletter, distributed each week to over 49,000+ in the special "Featured Solution Provider" section.

ADDITIONAL OPPORTUNITIES: WEEKLY BRIEFING NEWSLETTER

Premiere Solution Provider Listing	• Premier listings will appear first in front of Featured Level Marketplace listings on the website • Premier listings will appear first in any Category or keyword searches • Premier listings are ranked according to priority status in selected categories and standard search functions	\$1,500 per year
Featured Solution Provider Listing	• Listed in alphabetical order	\$750 per year

SPECIAL ADD-ON MEDIA/ADVERTISING SUPPORT

REALCOMM TECHNOLOGY SOLUTIONS BUYER'S GUIDE

Digital Publication of Technology Solution providers who have products, services and solutions that they sell to the commercial and corporate real estate industry across various categories and sub-categories.

The Marketplace "Buyer's Guide" will be sent to Realcomm's entire real estate end user database in the Summer.



ADVERTISING OPPORTUNITIES

Full Page Color Ad - \$3,400
Half Page Color Ad - \$1,950
Quarter Page Color Ad - \$1,100

Inside Front Cover - \$4,600
Back Cover - \$5,200
Premier Placement (across from TOC) - \$4,800